
From: TenBarge, Dave on Wed, Apr 30, 1997 12:22 PM
Subject: RE: POS audit
To: McGovern, Tim; Neidle, Bruce

Hey guys, I thought we agreed to hold the April study one month until we heard about the FDA and updated the survey to include questions from the Marlboro version?

When is the next scheduled audit? Please don't tell me September.

Tim, the last time I met with Bruce (March 27) he agreed to compare the two surveys, eliminate duplicate questions and add those that were not contained in the original version. That was to be done between March 27 and April 30. Since the original agreement was to postpone the audit until May, the new survey form could have and should have been utilized. Bruce was this your understanding?

If the new survey has not been merged with the existing one, we need to do that ASAP. I suggest you make a first attempt at it, then we can sit down and review.

Bruce, was there a breakdown in communications? I can't afford to wait until the fall to have an audit completed which supports Marlboro, OPB, and Basic's POS retail portfolio strategy. Given the recent history of delays associated with making the results available to Brand. (last falls audit results were available in January 97'), I may be looking at a 9 month timeframe.

Help

David